



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# On cooperation of United Nations Industrial Development Organization (UNIDO) and the Ministry of Industry and Trade of the Russian Federation





# Joint Declaration on Cooperation between the Ministry of Industry and Trade of Russia and the United Nations Industrial Development Organization (UNIDO)



The Joint Declaration  
on Cooperation between the Ministry of Industry  
and

Trade of the Russian Federation and the  
United Nations Industrial Development Organization  
(UNIDO) was signed on September 21, 2018, within  
the framework of the Second Eurasian Women's  
Forum

- **The main objective** - attraction of the experience of UNIDO to support the efforts of the Ministry of industry and trade of the Russian Federation in achieving inclusive and sustainable industrial development



# Joint Declaration on Cooperation between the MIT of Russia and the United Nations Industrial Development Organization (UNIDO)

## AREAS OF COOPERATION



supporting women's leadership and mentoring projects in sustainable industrial development



implementation of projects in the field of creative industries (including in the field of folk arts and crafts and tourism services based on them)



digitalization of industry and initiatives aimed at the creation and development of electronic trading platforms



sustainable industrialization and "green" technologies



# Creative industries - a phenomenon of unique interaction of economy, politics and culture



Creative industries (as interpreted by the UN) include

## CULTURAL HERITAGE

is a "source of inspiration" for creativity and creative industries. It includes cultural points of interest (museums, exhibitions and libraries) and crafts, feasts and festivals of traditional culture.

at **14-15%**

creative industries are growing faster than other industries

## ART

industries of performing (live performance, opera, puppet theater and others) and visual arts (art markets, antique salons, painting and photography, etc.).

approximately

**6%**

the share of creative industries in value added with the share of creative industries in GDP on average 3%

## MEDIA INDUSTRIES

include printed materials and publications, audiovisual culture and new media (video games, software).

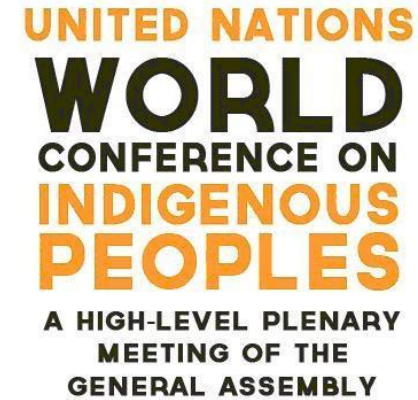
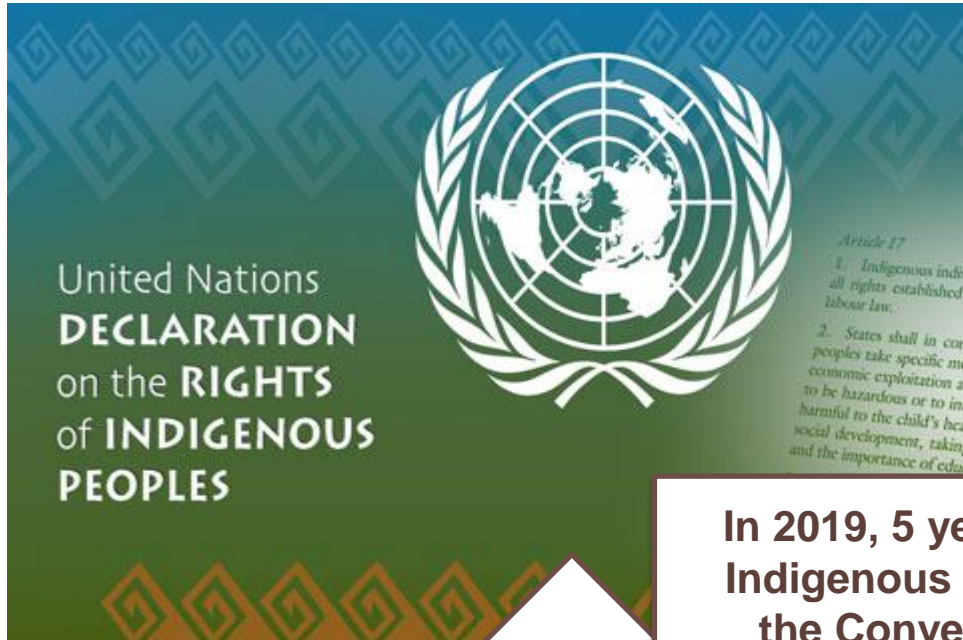
## SECTOR OF FUNCTIONAL CREATIVE,

producing functional goods and services, such as **design** (interior design, graphic design, fashion, jewellery, toys), **new media** (software, video games and digital creative content), **creative services** (architecture, advertising, cultural and tourism services, research and development, digital and other related services)





# Prerequisites for the implementation of the project on creative industries in 2019



19 | INTERNATIONAL YEAR OF  
Indigenous Languages

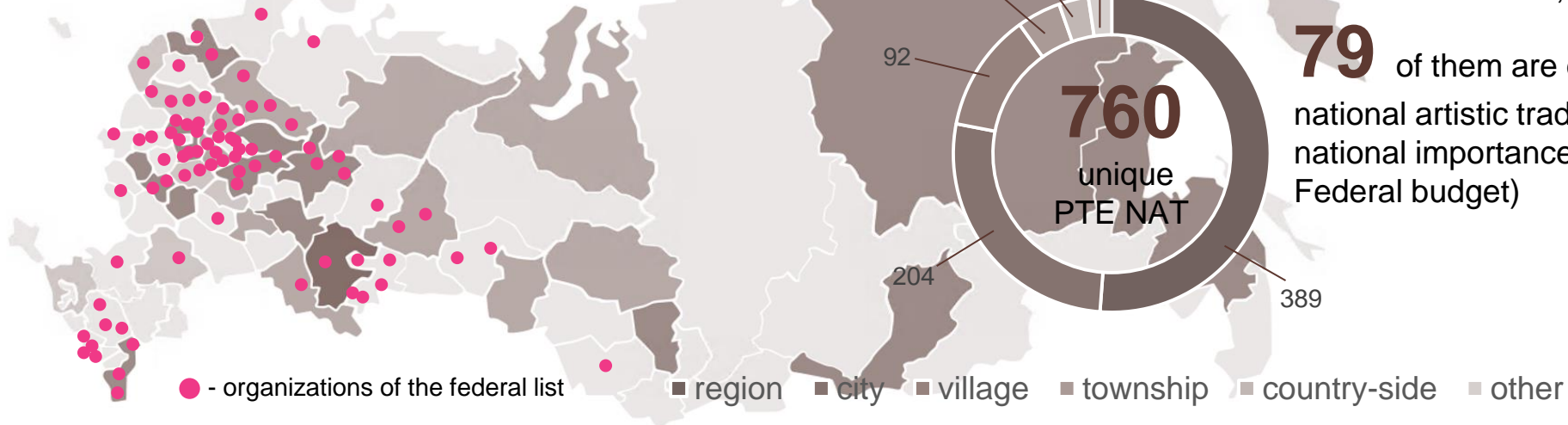
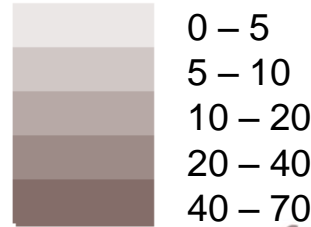
In 2019, 5 years of the 2014 Worldwide Conference on Indigenous Peoples, the final document of which was the Convention on Indigenous and Tribal Peoples (Convention No. 169)

In 2019, it will be 30 years from the date of adoption by International Labor Organization in 1989

2019 is the International Year of Indigenous Languages declared by the United Nations



# Russia is a country of national production and cultural traditions



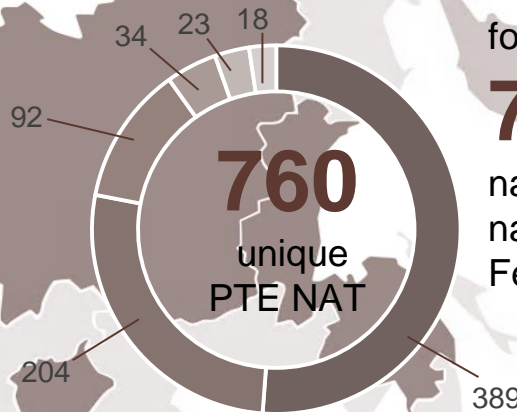
more than **190** Nations and nationalities

about **2 000** traditional places of habitation  
national artistic trades

about **500 000** employees  
enterprises of folk arts and crafts,  
individual craftsmen and artisans

about **300** enterprises  
folk arts and crafts,

**79** of them are enterprises of  
national artistic trades  
national importance (support is provided by the  
Federal budget)

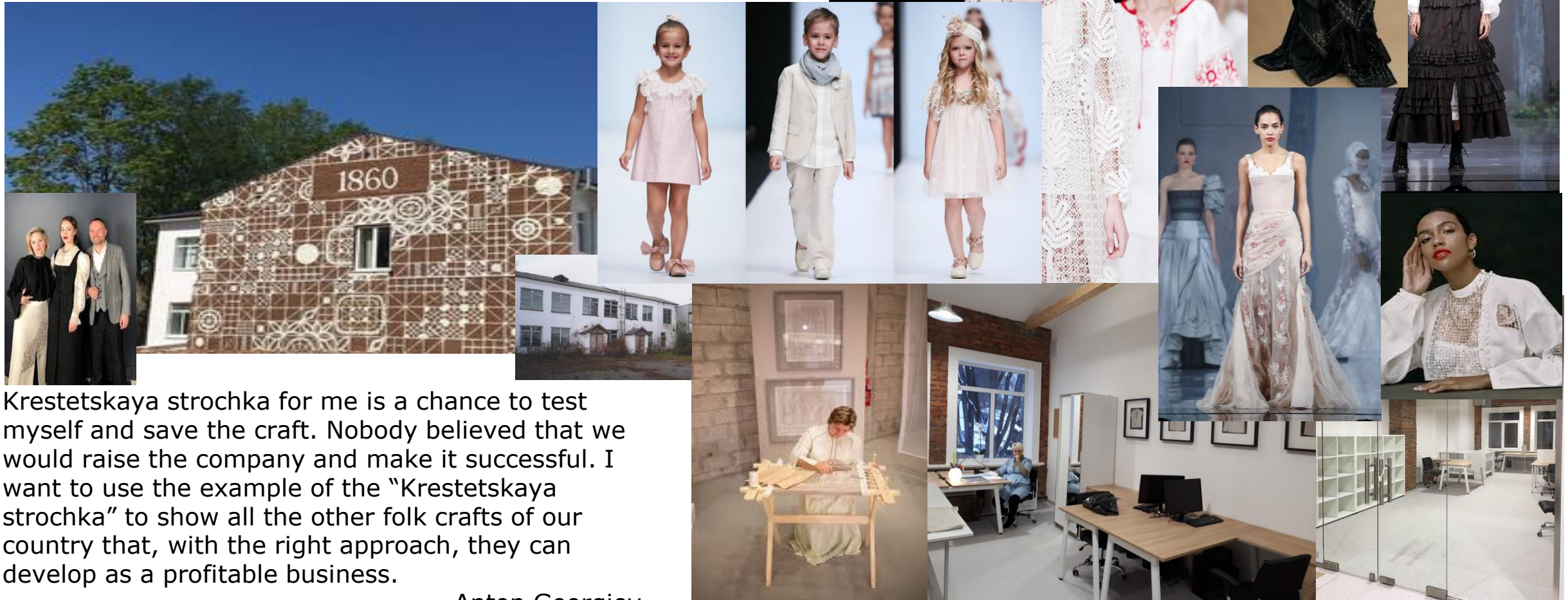






# Krestetskaya strochka (Russia)

**РГ\_1 и КД\_1:** creation of a modern creative space on the basis of the enterprise of national artistic trades and creation of a cluster of creative industries around it



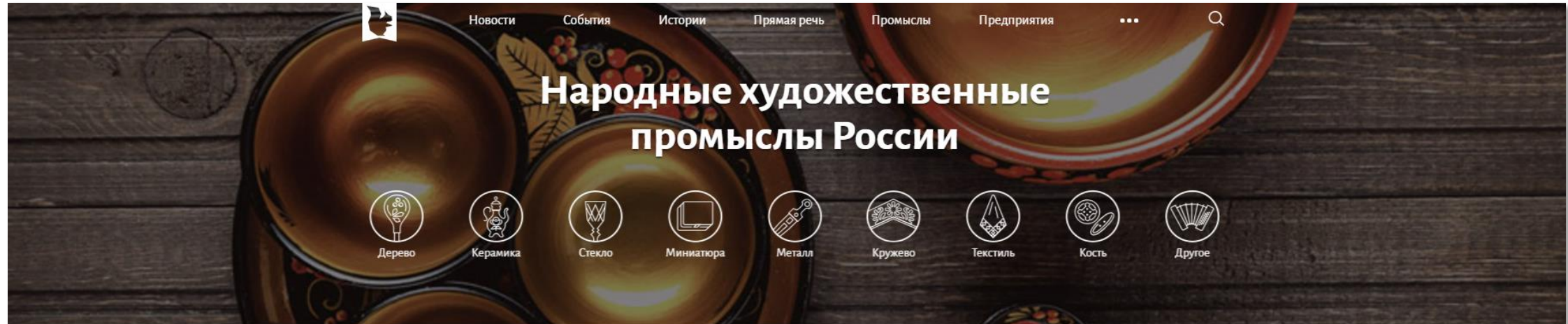
Krestetskaya strochka for me is a chance to test myself and save the craft. Nobody believed that we would raise the company and make it successful. I want to use the example of the "Krestetskaya strochka" to show all the other folk crafts of our country that, with the right approach, they can develop as a profitable business.

Anton Georgiev





# General industry portal of national artistic trades [www.prom.su](http://www.prom.su)



ИЗ СЛОВАРЯ

## Мерéжка

простейшая форма строчки, которая выполняется путем выдергивания нити из ткани.

## Как защитить хохлому?

[Читать далее](#)



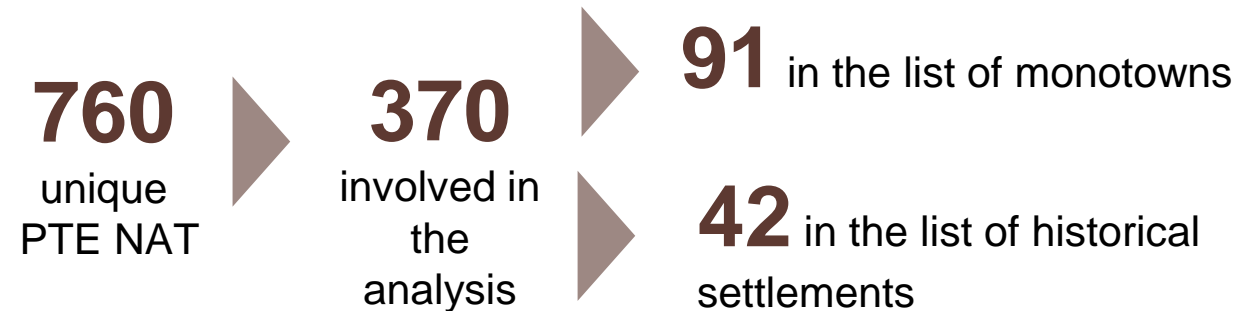




# The main task of the methodology is to allocate and support traditional places of existence with a high proportion of population involvement in the craft

## Methodology

- I Allocation of cities, rural areas, villages and settlements with a population not exceeding 100 thousand people from the list of MTB
- II Comparison of information on the number of registered producers of NAT items, the number of unique crafts, the area and population, the number of cultural heritage sites, museums and galleries
- III Diagnostics of the socio-economic situation, the quality of the urban environment, population surveys



## TOP 5 settlements of the final rating

Unique place	Number of crafts	Number of enterprises	Population (last relevant)	Number of museums	Number of cultural heritage sites
Kostroma Region, <b>Nerekhta</b>	★ 3	0	21847 ▼	1	154
Vologda Region, <b>Velikiy Ustyug</b>	★ 3	1	31983 ▼	2	124
Tver Region, <b>Torzhok</b>	★ 6	2	46950 ▼	9	115
Tver Region, <b>Toropets</b>	★ 1	0	12290 ▼	0	65
Vladimir Region, <b>Mstera</b>	★ 4	1	4495 ▼	2	62



# Project to support the territories of preservation and development of traditions and ways of life (TETRA)

TETRA - the settlement corresponding to the following criteria:



in accordance with the regulations of the constituent entity of the Russian Federation relating to the places of traditional existence of national artistic trades;



having a historical and cultural heritage (cultural landscape, historical and architectural monuments, archaeological monuments, intangible heritage);



having a unique local property (tradition) - a potential resource of development and a characteristic brand (historical event, famous monument of architecture, national artistic trades, etc.);



retaining elements (contours) of traditional historical buildings and (or) historical industrial and residential neighborhoods;

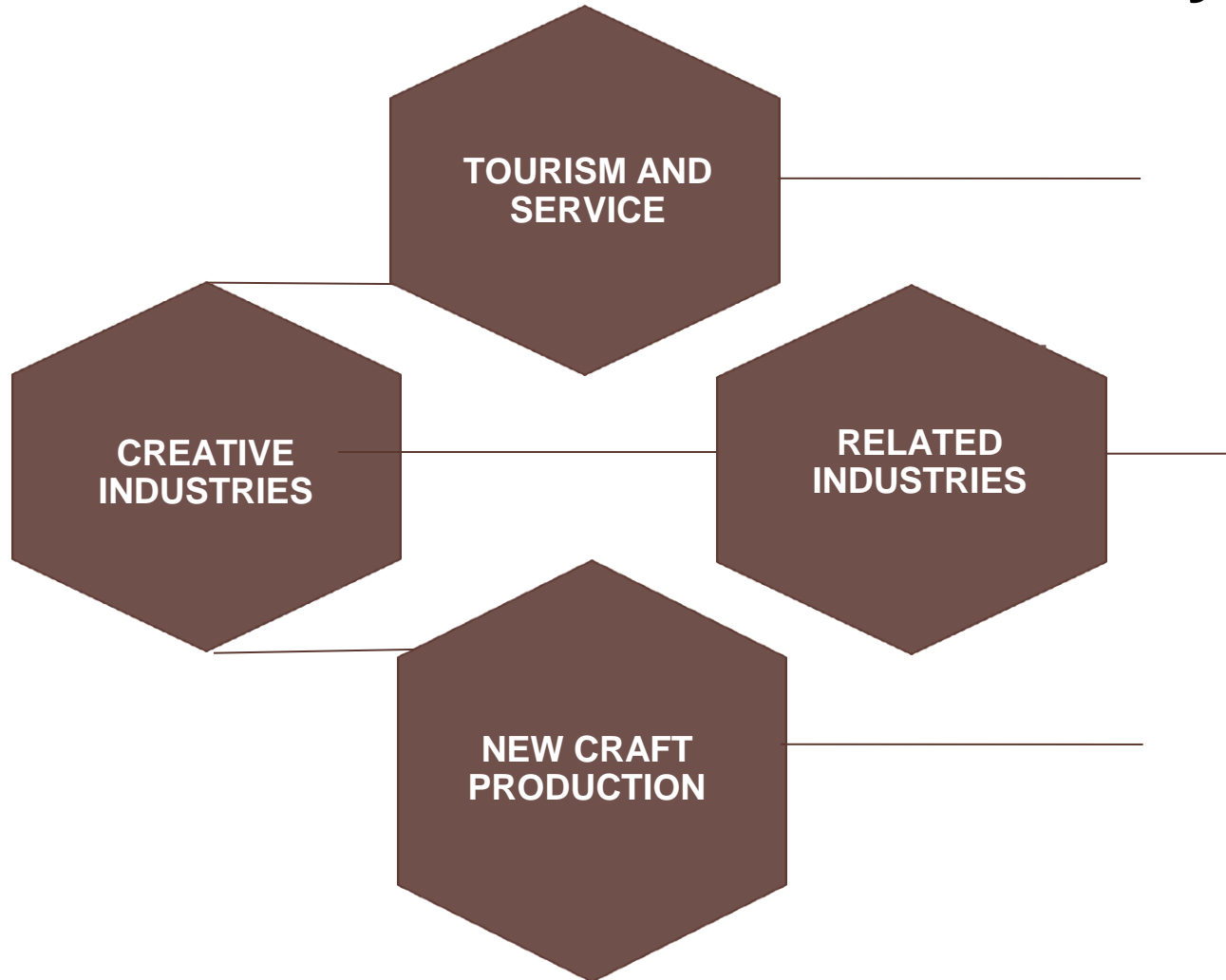


having tradition bearers and a system of continuity





# The key task is complex development and sustainable economy



## MAIN OBJECTIVE

Formation of a set of measures aimed at ensuring the sustainable development of the traditional places of national artistic trades as territories for the preservation and development of traditions and ways of life.

## KEY OBJECTIVE:

further development of the national artistic trades, the use of traditional production competencies, heritage (folk art, cultural heritage, historical and architectural monuments, unique creative traditions) to develop existing and create new unique craft industries, competitive products using modern trends in the development of creative clusters, creative industries, the development of modern tourism products, access to foreign markets through electronic tools constant trading.



# Typology of TETRA: main approaches to problem ranking and action models

## ACCORDING TO THE PRINCIPLE OF ACTION

**GROWING TETRA** - have a steady trend of population growth (over the past 3 years).

**RETAINED TETRA** - have a steady downward trend in population (over the past 3 years).

## ACCORDING TO THE MODEL OF ACTION

**CREATIVE CITIES - TETRA**, located in the vicinity of the capital cities

**CRAFTSTERIES - a model of rural TETRA** development, located in relative remoteness from regional capitals, disappearing TETRA

**CREATIVE QUARTERS, HISTORICAL MANUFACTURES- TETRA**, related to the industrial cities where there is a historically established large-scale business and at the same time there are modern industrial productions independent from the branch of NAT (monotowns, Kemerovo region, Sverdlovsk region)

**The CONDUCTORS of the RUSSIAN IDENTITY - TETRA** related to border areas (Arkhangelsk oblast, Karelia, Pskov oblast)

**MINING TERRITORIES OF MASTERS - TETRA** development model for mining MTB (Republic of Dagestan, traditional places of habitation of Gorny Altai)

**MTB of NORTHERN TERRITORIES - TETRA** located in the remote areas inhabited by indigenous peoples of the far North, the Far East and Siberia

**8 criteria groups 32 indicators**

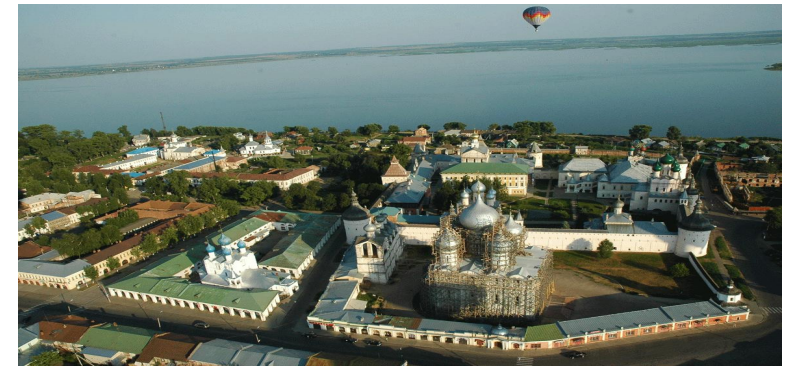




# Project to support the territories of preservation and development of traditions and ways of life (TETRA)

## Project Tasks

1. Introduction to the normative turnover of the TETRA concept
2. Providing interdepartmental support for the development of TETRA in the areas of:
  - the formation of creative cities, craft villages and tourist mini-clusters on the basis of places of concentration of masters of national artistic trades and crafts;
  - preservation and restoration of cultural heritage;
  - development of national artistic trades, creation of a system of support for masters and motivation of young people;
  - creation of tourism infrastructure;
  - support for holding event and other cultural events, developing a concept and holding an international festival-fair of national artistic trades, oriented to the mass attraction of foreign tourists;
  - training teams managing projects, involving residents of national artistic trades in implementing creative industries development and exporting tourism services (folk guides, volunteers, the public control of the hospitality industry, folk tour projects, etc.);
  - the fight against counterfeit and falsified products of national artistic trades.





# Existing consolidated support tools

It is necessary to create a coordinating mechanism that would ensure the interdepartmental and inter-budgetary consolidation of support tools and resources for the development of traditional places of national artistic trades.

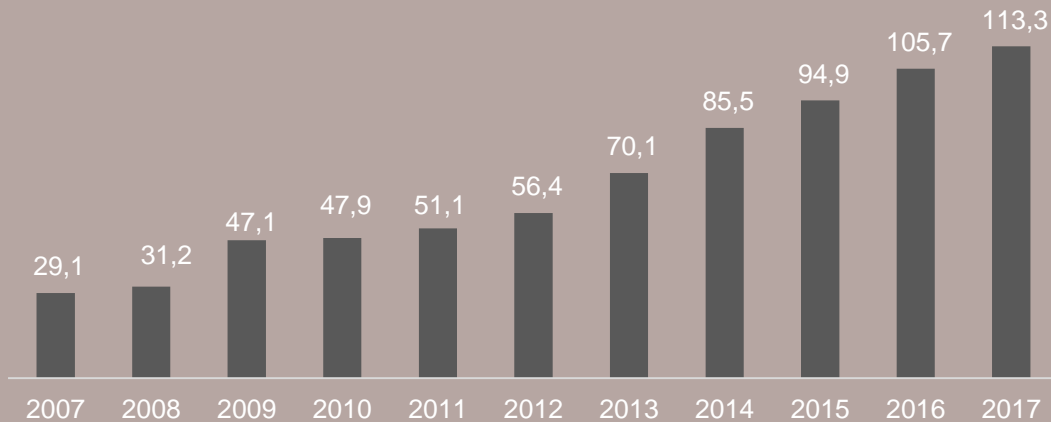
<p>The Ministry of Industry And Trade</p>	<ul style="list-style-type: none"> <li>•state support of enterprises in the field of national artistic trades,</li> <li>•development of state policy in the field of NAT</li> <li>•regulatory and legal regulation in the field of NAT</li> </ul>
<p>Ministry of Culture of the Russian Federation</p>	<ul style="list-style-type: none"> <li>• state support in the field of preservation and development of cultural heritage, places of interest, which also include the places of traditional existence of national artistic trades</li> </ul>
<p>The Ministry of Economic Development</p>	<ul style="list-style-type: none"> <li>• support for territorial development projects,</li> <li>• business support,</li> <li>• support for the development of indigenous and small peoples of the North</li> </ul>
<p>Ministry of Agriculture of the Russian Federation</p>	<ul style="list-style-type: none"> <li>• support of projects for sustainable development of rural areas, which include part of the traditional places of national artistic trades</li> </ul>
<p>Ministry of Construction of the Russian Federation</p>	<ul style="list-style-type: none"> <li>• implementation of state support projects aimed at creating a comfortable urban environment and infrastructure development of the housing and utilities sector</li> </ul>





# The impact on the economy on the example of the Semenovskiy urban district

Динамика туристического потока городского округа Семеновский, тыс. чел.



**2008**

commissioning of ITC "Golden Khokhloma»



**2013**

commissioning of the Museum "the House of Semen Spoon player" at the factory territory

City	Region	Budget traveler, rub.
Zaraysk	Moscow region	2 980
Pereslavl-Zalessky	Yaroslavl region	3 000
Soligalich	Kostroma region	3 020
Yeniseisk	Krasnoyarsk region	3 030
Sergiev Posad	Moscow region	3 040
Bolgar	Tatarstan	3 050
Kungur	Perm region	3 060
Staraya Russa	Novgorod region	3 080
Gatchina	Leningrad region	3 080
Mariinsk	Kemerovo region	3 160
Yasnaya Polyana	Tula region	3 260
Arzamas	Nizhny Novgorod region	3 300
Semenov	Nizhny Novgorod region	3 320
Kalyazin	Tver region	5 250
Priozersk	Leningrad region	6 540

**1 400** mln. RUB the amount of budget revenues of the Semenov city district

**about 400** mln.RUB tourism revenues



# The aim of the TETRA project within the framework of UNIDO



## The goal of cooperation with UNIDO in TETRA

is to implement a **global project** in support of territories for the preservation and development of traditions and way of life, taking into account the experience of all **UNIDO countries**, to concentrate the most **effective tools for support and development** in the project, to create a **network of territories** for the preservation and development of traditions and ways of life, and also use the UNIDO resource to **unite efforts and transmission** to the developing countries of the presented model as a resource for innovation and sustainable development.



# The proposals for Joint Action Plan of the MIT of Russia and UNIDO for the implementation of the TETRA project

## STEPS OF ACTIONS

Joint development and implementation of the project on the formation of organizational and methodological foundations for the creation of creative clusters focused on the formation of a sustainable economy, the preservation and development of national artistic trades and their traditional places of existence, the creation of creative clusters and products of inbound tourism, the formation of methodological tools based on the best international practices

Selection of pilot regions and conclusion of an agreement on joint project implementation

Formation and training of teams managing projects for the development of creative clusters and the formation of a sustainable economy in the territories of preservation and development of traditions and way of life in the pilot regions

Development and implementation of a set of discussion, methodological and educational activities for the development of the sector of creative industries on the basis of NAT and crafts





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**THANK YOU FOR  
ATTENTION!**